











# WellCare Health Plans, Inc. DMS Provider Summit 2014





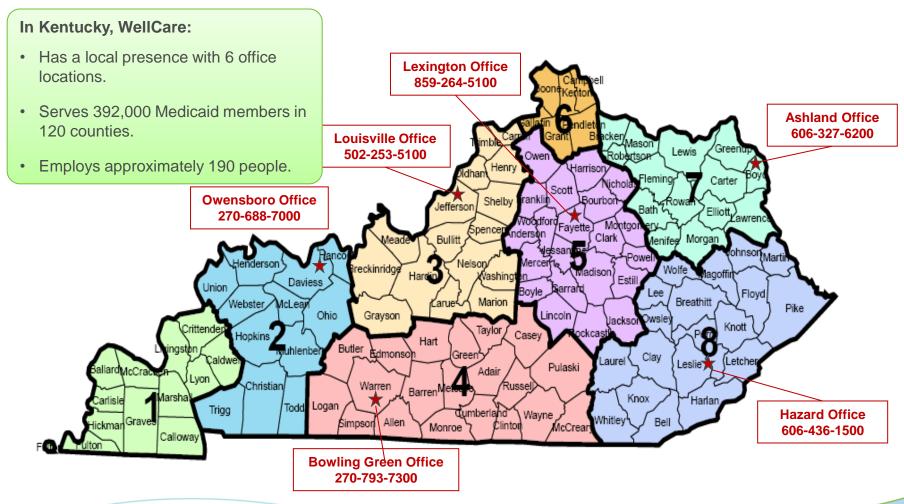




# WellCare of Kentucky Offices



WellCare's economic impact\*on the commonwealth of Kentucky is approximately \$36 million annually.



\*Based on a 2011 study commissioned by WellCare and conducted by James V. Koch, Ph.D., Economics, Board of Visitors Professor of Economics and President Emeritus at Old Dominion University

## **Member Benefits**



Copays New	√ \$0 copays* <a href="mailto:copays">(except non-emergent ER &amp; non-preferred brands)</a>				
Free GED Testing New	✓ Covered				
Respite care	✓ Covered (for family members caring for SSI members)				
Over- the-counter items	\$10/mo family allowance				
Prenatal care incentive program	✓ Free stroller				
<b>Chronic Conditions Health Education</b>	✓ Covered				
24/7 Nurse Advice Line	✓ Free				
Personalized care management	✓ Covered				

<sup>\*</sup> Region 3 members also have \$0 copays with the exception of preferred brand drugs

## **WellCare's Integrated Care Model**





#### Integrated Care Management and Coordination of Care can:

- Enhance quality of life for members and family caregivers Provide value to state customers and members
  - Significantly decrease inpatient readmissions Reduce over-utilization across multiple segments
    - Reduce non-emergency ground transportation costs Reduce inpatient bed days

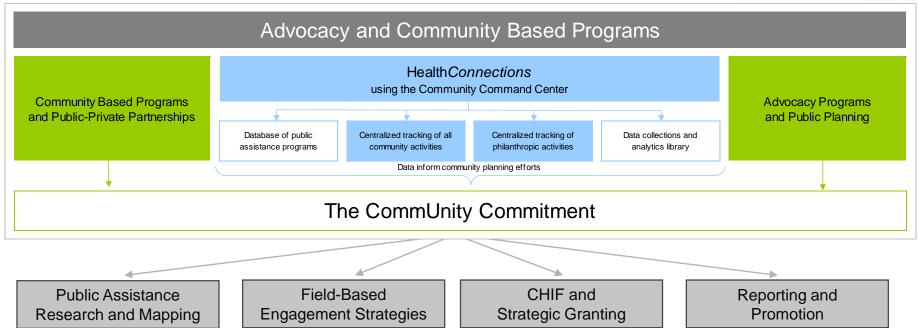
# **Care Management**



- Provider Engagement in Care Management Services
  - Providers can easily referral WellCare patients by calling 1.877.389.9457
  - Grand rounds
  - Impact of Care Management on Key Metrics
    - WellCare's 7-day readmission rate decreased by 40% and the 30-day readmission rate decreased by 42%.
    - ER visits per 1000 rate decreased approximately 4%
    - NICU admission rates per 1000 decreased 5%
    - NICU ALOS decreased 3%

## Our Community Advocacy Model





### **Linking Social Services with Health Outcomes**

- Assembling data on the social service network (by zip code)
- Assessing the viability of the social service network
- Preparing resource analytics to identify social service gaps
- Implementing community-based, gap-fill solutions
- Measuring impact of social supports on health

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# **Community Impact**



## **Community Advocacy Overview**

Social and economic factors create barriers to positive health outcomes.

To address member needs and strengthen the communities we serve, Community Advocacy identifies gaps in the social safety net and works with Kentucky communities to fill the gaps.

#### **My Family Navigator**

Database of more than <u>7,800</u> social service organizations in Kentucky used to refer WellCare members to services such as food banks, shelters and housing assistance.

 My Family Navigator includes over <u>200,000</u> social services and supports available in Kentucky.

#### **Community Activities**

Participating/Sponsoring <u>482</u> Events and Activities in 2014 with more than <u>621,200</u> individual community touches.

# **Member Service Enhancements**



	Nutrition/Physical Activity Initiatives	REGIONS		
Veggie RX Initiative	During HEDIS nutritional counseling, PCPs can offer "prescription" vouchers for fresh produce at local farmers markets. Partnership with community farm programs and 9 FQHC sites.			
	Programs evaluated by the University of Kentucky			
Pediatric Obesity Initiatives	<ul> <li>Statewide YMCA Partnership - Sponsoring successful local YMCA programs with demonstrated positive health outcomes, focused on both improved nutrition and increased physical activity.</li> <li>Team Ultra - Partnership with Marshall County elementary schools and Health Department, sponsoring a free after-school program for physical activity and healthy nutrition.</li> </ul>			
	Prenatal and Postnatal Peer Support			
Mama to Mama Peer Support (Substance Abuse)	Partnership with providers, WIC, HANDS, and Mama to Mama, a Kentucky non-profit providing perinatal educational. Our state and community partners offer weekly peer support classes and provide community resources to teens and young women who are pregnant and may have substance abuse issues.  Programs evaluated by the University of Louisville.	Regions 3 & 5		
	Access to Care Initiatives			
Site-Based Respite Program	WellCare provided a grant to offer daily site-based respite care for children up to 14 years old in Eastern KY. The three-hour respite care program is intended to reduce parent and caregivers' stress levels, particularly when children may have special needs or MH/BH issues.			
MH/BH HCC Meetings	Health Connection Councils are community meetings held statewide that target specific issues, these MH/BH meetings will focus on continuum of care issues and suicide prevention.			

## **Community Relations and Focused Giving**



WellCare strives to help our members, and their communities, lead better and healthier lives. The WellCare Community Foundation, our employee volunteerism and community relations efforts help to support this mission.

#### The WellCare Community Foundation

Established in 2010, it is a non-profit, private foundation with a mission to foster and promote the health, wellbeing and quality of life for the poor, distressed and other medically underserved populations – including, those who are elderly, young and indigent – and the communities in which they live.

#### **Employee Volunteerism**

WellCare encourages volunteerism to support children and seniors, and those who are low-income or underserved. Employees work in their local communities to raise much-needed funds and to support organizations that offer valuable support to those in need.

#### **Community Relations**

The Community Relations program educates and advocates for WellCare members and the community. Through it, we proactively facilitate communications with providers, members and the community to inform, educate, address health issues and encourage preventive health care.

In Kentucky, WellCare supports the work of community organizations and initiatives, including:

American Diabetes Association

American Red Cross

Coalition for the Homeless

**HOTEL INC Homeless Outreach** 

The Lincoln Foundation

Pediatric Asthma Pilot Program

Workforce Diversity: Community Liaisons & Social Work Practicum

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## **Health Care Quality and Access in Kentucky**



WellCare is committed to continually improving the quality of care and service that we provide to our members.

#### Access

#### **Provider Access (approximately):**

- 4,300 primary care providers.
- 15,900 specialists.
- 800 behavioral health and substance abuse providers.

#### **Facilities Access (approximately):**

- 100 hospitals.
- 30 federally qualified health centers.
- 180 community mental health centers.

#### **Geographic Access:**

- One primary care provider within 30 minutes for urban counties and 45 minutes for rural counties.
- One hospital within 30 minutes for urban counties and 60 minutes for rural counties.

#### Quality

#### People:

- Company-wide, WellCare has increased its quality improvement staff by 50 percent.
- Focused on preventive health, wellness, chronic diseases and care management.
- An enhanced case management model helps to more effectively serve the most medically complex members.
  - · The model leverages both field-based and telephonic resources using state-specific, multidisciplinary care teams.

#### **Process:**

 WellCare has established a long-term target of accreditation for all of its health plans. At this time, the Kentucky plan is tracking very well to meet this goal.

#### **Technology:**

 Company-wide, more than \$60 million has been invested for information technology and integrated, electronic case management to support quality.

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# **Provider Services Line**

# Well Care® Health Plans

## Tips to navigate the phone tree

Assistance Needed 1-877-389-9457	<b>Prompts to Select</b>
Connect with a Provider Service Representative	4 then 6
<ul> <li>General</li> <li>Request auth status</li> <li>Check eligibility</li> <li>Request assistance from your Provider Relations Representatives</li> </ul>	4 then 6 then 1
<ul> <li>Claims including</li> <li>Claim status</li> <li>Payment inquiries</li> <li>Timely filing, claim payment dispute or claims mailing address</li> </ul>	4 then 6 then 2
You received an EOB & need to dispute a claim payment/denial	4 then 6 then 3

## **Claims and Authorizations**



# Service Authorization Requests July 1, 2013 – June 30, 2014

Authorization Requests – All Providers 313,948

Authorization Approvals 288,678

% of Authorization Requests Approved 92%

# Claim Submission Metrics June 1, 2013 – June 1, 2014

Claim Acceptance Rate 95.8% (Note: Value is KY Medicare and Medicaid

combined - cannot separate Medicaid in

acceptance rate)

% of Claims Received Electronically 92.3%

% of Claims Received in Paper Form 7.71%

# Claim Payment Metrics (Non-Pharmacy) June 1, 2013- June 1, 2014

Claims Paid (EDI & Paper) 6,680,962

Total Dollars Paid to Providers

\$978,181,136

Avg. Days for Provider to Send Claim 34.8

Avg. Days for WellCare to Pay Claim 10.4

Claims Paid Within 30 Days 97.84%

# **Provider Engagement**



- Redesigned the Provider Services Model establishing three teams with the goal of developing a High Performance Network
  - Provider Relations Rep
  - -Operations Account Rep
  - Hospital Services Specialist



#### **Access & Availability**

- Open panels
- Appointment access & availability studies
- VFC participation
- After hours availability

#### Quality

- P4Q coaching
- HEDIS advisors
- ER metrics & support
- Case Management support

#### Cost

- PCMH
- Reporting
- Quality-based risk contracts

#### **Operations**

- EFT adoption
- Provider Ranking Index (PRI)
- Use of EMR
- Encounter submissions
- Electronic claims submission

# **Quality Engagement**



- Practice-level collaboration to improve health outcomes
  - Added 9 Clinical HEDIS Practice Advisors



- Assist eligible providers with new Pay For Quality (P4Q) program
- One or more advisors in each region
- Customized provider office visits
  - Review member-specific care gaps
  - Focus on top 3 measures with greatest improvement opportunity
  - Discuss information systems integration/file transfers
  - Ongoing exchange of HEDIS information (vs year-end push)
  - Review provider portal tools
    - Eligibility portal
    - Interactive HEDIS online portal

# **Provider Service Enhancements**



Quality Engagement – Missed Services Report (member-specific care gaps)

# WellCare of Kentucky, Inc. Medicaid GREEN ACERS HEALTH CARE

Care Gaps

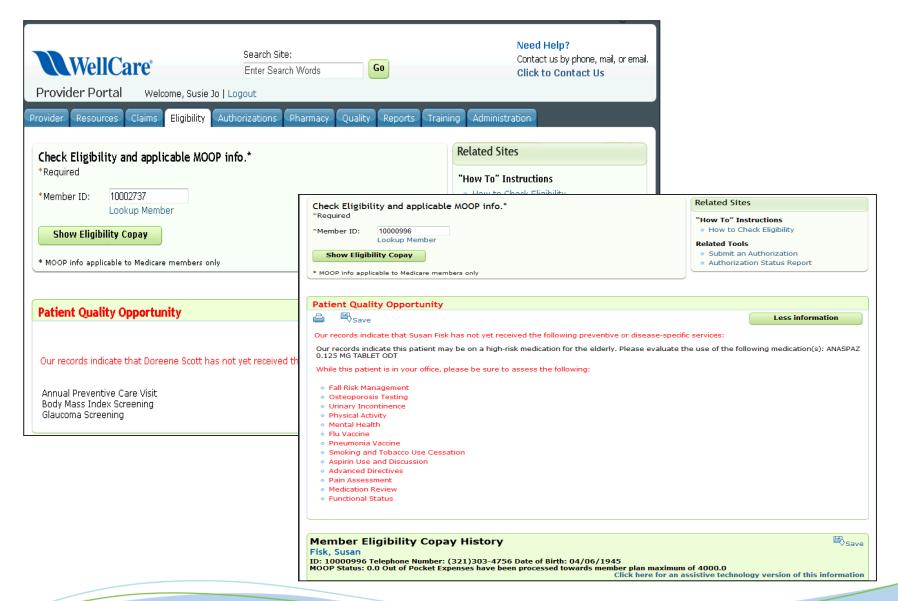
Claims/Encounter Received Thru 05/31/2014

PROVIDER ID	PROVIDER NAME	MEMBER NAME	SUBSCRIBER	DATE OF BIRTH	PHONE	MEASURE	DATE NEEDED BY
123456	RALPH, HOWARD	ACKERS, BILL	12345678-01	06/23/1981	555-123-4567	Preventive Visit	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON	87654321-01	07/23/1959	555-123-6397	Adult BMI	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON	87654321-01	07/23/1959	55F 123-P 197	Diabetes - Dilated Eye Exam	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON	87654321-01	07/23/1050	5 23 197	Diabetes BP < 140/80	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON	87654321-01	07/23 959	555-123-6397	Diabetes BP < 140/90	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON	87654321	23/1959	555-123-6397	Diabetes HbA1c < 7	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON	761 30 75	07/23/1959	555-123-6397	Diabetes HbA1c < 8	12/31/2014
123456	RALPH, HOWARD	ADAMS, DON		07/23/1959	555-123-6397	Diabetes HbA1c <= 9	12/31/2014
123456	RALPH, HOWARD	ADAMS, DONG C	87654321-01	07/23/1959	555-123-6397	Diabetes LDL-C < 100	12/31/2014
123456	RALPH, HOWARD	AR 18 POO	87654321-01	07/23/1959	555-123-6397	Hypertension	12/31/2014
123456	RALPH, HOWARD	GLEN	24681012-01	02/23/1940	555-598-1258	Adult BMI	12/31/2014
123456	RALPH, HOWARD	CLOSE, GLEN	24681012-01	02/23/1940	555-598-1258	Cardiovascular LDL-C < 100	12/31/2014
123456	RALPH, HOWARD	CLOSE, GLEN	24681012-01	02/23/1940	555-598-1258	Cardiovascular LDL-C Test	12/31/2014
123456	RALPH, HOWARD	DAVIS, GINA	13579111-01	05/12/1969	555-357-9632	Adult BMI	12/31/2014
123456	RALPH, HOWARD	DAVIS, GINA	13579111-01	05/12/1969	555-357-9632	Pap Test	12/31/2014

## **Provider Service Enhancements**



## **Quality Engagement – Eligibility Portal**



## **Provider Service Enhancements**



## **Quality Engagement – Interactive HEDIS Online Portal**

